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Autore	Okorie Nelson
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Altri autori (Persone)	OjebuyiBabatunde Raphael OkparaNgozi
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Nota di contenuto	Chapter 1: Normative press theories and the revisiting of media roles in Africa's changing socio-economic and political contexts -- Chapter 2: Theorizing African Journalism: The reportage of China's maritime Silk road initiative in four Afrian newspapers -- Chapter 3: Legislative Control and Native Metaphors in Social Media Interactions in Africa: Making liberal press theories functional in the continent -- Chapter 4: Understanding Critical and Cultural theories: An African perspective -- Chapter 5: Towards an alternative model: Theorising newspaper review as Secondary Gatekeeping by Broadcast Stations in Africa -- Chapter 6: Theories from the Communication Field: A Family Communication Perspective -- Chapter 7: Media and Public Opinion in West Africa: An interplay of Agenda Setting, Agenda Building and Framing theories -- Chapter 8: Exploring 'omniscience theory' as a theoretical framework in journalism practice -- Chapter 9: Application of theories in film

techniques and productions in Africa -- Chapter 10: Espousing a Multi-Sieve Model for Conflict Sensitive Reporting in Africa -- Chapter 11: Theorizing the power of celebrities in the media landscape of Africa -- Chapter 12: Health communication models, theories and their applications in Africa -- Chapter 13: The role of the media in the management of pandemics in Africa: Application of selected health communication theories -- Chapter 14: Contextualizing the Technology Acceptance Model for Application in Health Communication in Africa.

Sommario/riassunto

This contributed volume explores theories of media and communication and focuses on providing African perspectives on global conversations. Using broad cases relating to media and communication theories, this book explores socio-cultural issues affecting most modern African societies, providing a conceptual and empirical framework for explicating the potential place of media techniques and structures in Africa. As a good template for understanding and applying communication theories and approaches in the African context, the volume is a priceless asset for Media and Communication scholars. Dr. Nelson Okorie is a member of the senior faculty in the School of Media and Communication, Pan Atlantic University, Nigeria. He has over twelve years teaching experience at the higher institution level. Dr Babatunde Ojebuyi is a Senior Lecturer at the Department of Communication and Language Arts, University of Ibadan, Nigeria. His research focuses on Media Studies and Journalism, New Media/Online Journalism, Media Theories and Ethics, Communication Research Methods, Health Communication, Reading as Communication, and Development Communication. He is a member of the International Association for Media and Communication Research (IAMCR), among other professional associations. Dr. Ngozi Okpara is a Senior Lecturer in the School of Media and Communication, Pan Atlantic University, Nigeria. Her main area of research is media studies, particularly media ethics, and she has more than eighteen years of teaching experience at the tertiary institution level.
